

MONTGOMERY WARD

\$1 DOWN HOLDS YOUR PURCHASE UNTIL NOVEMBER 1st



SPECIAL
girls' new
bouffant
dresses

3⁹⁸

SIZES 7 TO 14

2⁹⁸

SIZES 3 TO 6X

The bouffant look is the big look for back to school... and Wards has scooped the standout values. We've girls' whirly cottons in rich-toned plaids, solids, checks and prints... in smart new one and two-piece styles. Fashioned with deep hems, sparked with white touches... or with ruffles, lace, embroidery and bows. All are wonderfully washable... and wonderful values at these low, low prices. Hurry in today!



VALUE

REGULAR 2.49
BOYS' 13% OZ.
SADDLE PANTS

2²²

• Sanitized*
• Extra-length
turn-up cuffs

Smart Wards savings! Snug-fit pants of rugged cotton denim. Tapered legs, reinforced strain points. 6 to 16.

**OPEN 'TIL 9
TONIGHT**

WIN FREE! WIN

\$20⁰⁰ to \$100⁰⁰ WARDROBE!

Visit Our Men's, Boy's, Women's & Girls' Back-to-School Departments for Details

NEW WINNER EACH WEEK...REGISTER NOW!

Winners Chosen 4:00 PM Saturday, Aug. 18, 25, Sept. 1, 8

MONTGOMERY WARD

1481 NE Stephens... OPEN MON. & FRI. NIGHT 'TIL 9... Phone OR 2-4811



SAVE!

MEN'S REG. 12.98
GABARDINE OR
FLANNEL SLACKS

9⁸⁸

• Pleated or unpleated

Top quality all Virgin wool worsteds are low priced at Wards. Styled with stay-in creases in deep colors. 28 to 36

**OPEN 'TIL 9
TONIGHT**

3 DAYS ONLY BACK-TO-SCHOOL

SAVINGS...

3 DAYS ONLY

Here's more proof that Wards won't be surpassed for value!

If you think you've seen values just wait till you see the savings in this 3-day jamboree! We've school-bell-ringing buys priced so low you'll rub your eyes in happy surprise! Hurry on in!

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girls' Sherpa lined duffle jacket **11⁹⁹**

Girls' toggle-front duffle jacket with Crestan (TM) acrylic Sherpa (R) lined hood and top, wool-nylon plaid lined bottom. Convertible hood-collared. Rich braid accents. 90% wool. 7 to 14.

Reg. 12.98

SAVE

SAVE 99%! BOYS' NYLON SKI JACKET
5⁹⁹
Reg. 6.98

SAVE 99%! GIRLS' VINYL JACKETS
8⁹⁹
Reg. 9.98

SAVE 99%! TOTS' COZY SNOWSUITS
6⁹⁹
Reg. 7.98

SAVE

Quilted jacket with draw-string hood is reversible. Machine washable. Resists wind, water. Sizes 3 to 6x.

Imperial Comarra® Vinyl... with acrylic pile convertible collar at Wards savings. 3-6x.

Wards value in girls' Acrilan® acrylic pile jacket or boys' cotton poplin top—poplin pants. Machine wash. 2-4.



SPECIAL! girls' blouses, skirts

1⁴⁴ 1³⁴

3-6x 7-14

1⁷⁹ 2³⁴

3-6x 7-14

BLOUSES for big 'n' little girls. Wards white wash and wear cotton accented with colorful embroidery or print motifs. New collar styles with favorite roll-up sleeves. Get set for school.

SKIRTS in all-around pleated styles. Wool-look Orlon® acrylic-nylon blend that's wash and wear. Contrast elastic waist in 3-6x; matching belts in 7 to 14. Plaids and solids in new colors.



VALUE
sweaters, skirts

4⁹⁸

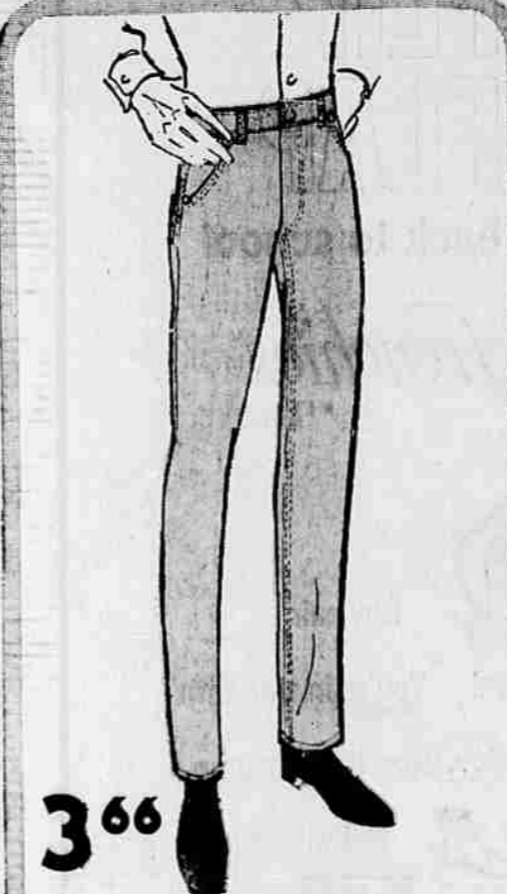
SKIRT: pleated wool solids; wool-nylon acrylic plaid. Matchmate colors.
BULKY cardigan in orlon® acrylic knit. Machine washable. Matchmate colors. 7 to 14
SWEATER classics in brushed Orlon® Acrylic. Washable. Matching colors. Sizes 7 to 14.
ullover.....2.98; Cardigan.....3.98



SAVE
girls' rich slips

1⁵⁸

SLIM OR BOUFFANT STYLES
REG. 1.98.
Slimline slips with lace trim and grow waists for extra length; nylon tricot or Dacron-nylon cotton. Bouffants in Pollys® Everglaze® cotton with embroidery and lace. Sizes 7 to 14.



3⁶⁶
"thunderbird"
ranch pants

SAVE! AUTHENTIC WESTERN-STYLE
Reg. 3.98. Low-riding, hip-hugging and tapered, "thunderbirds" are sleek-looking yet rugged wearing. Tough-tailored of Desert Tan Polished Cotton with reinforced strain points. 5 pockets, zip fly. Machine washable, colorfast.



SAVE 210
MBN'S ANTRON® JACKET
1288

Reg. 14.98
New Antron® nylon is brushed to provide a thick texture, then bonded to foam for better fit, insulation. "Thunderbirds" are sleek-looking yet rugged wearing. Tough-tailored of Desert Tan Polished Cotton with reinforced strain points. 5 pockets, zip fly. Machine washable, colorfast.



SAVE 99%
QUILT LINED
CAR COAT
4⁹⁹

• Pile collar, trim
• Detachable hood
• Machine washable
Snug, warm and washable cotton poplin with a cozy acetate quilt lining. Acrylic pile collar, pocket trim. 3-6x.



hit value!
GIRL'S POPLIN
CAR COAT TO
TOP EVERYTHING
6⁹⁹

• Detachable hood
• Pile collar and trim
• Machine washable
Go-everywhere styling in cotton poplin with a warm acetate quilt lining and acrylic pile collar and pocket trim! Smart colors. 7-14.



SAVE 154
WAISTBAND
POPLIN JACKET
6⁴⁴

• Sturdy cotton poplin
• Knit collars, cuffs
• Machine washable
Man-styled in every-thing except Wards low price. Yoke model with zip front, slash pockets. Quilted lining of reprocessed wool. Boys' 6-20.



SAVE 210
LEATHER-LOOK
VINYL PARKA
1288

• Button down collar
• Detachable hood with drawstring
Strike it rich with Wards savings! Long wearing vinyl, top lined with Orlon® Acrylic pile; bottom and hood are quilt lined. 8-20.